

JOB DESCRIPTION: Marketing & Communications Officer

Post:	Marketing & Communications Officer
Responsible to:	Marketing & Communications Manager
Grade:	Band 5 (Scale Point 11-15, NJC Pay Scale)
Contract:	36 hours per week, 40 weeks per annum (term-time + 2 weeks)

Job Purpose

To deliver high-quality internal and external communications across East Barnet School by creating written communications, digital content, simple design materials and accurate information updates. The postholder will work both independently and collaboratively to ensure consistency, clarity and timeliness in all school communications, supporting wider marketing efforts that contribute to high-quality student enrolment and strong staff recruitment and retention.

Key Responsibilities

Communications & Marketing

- ✓ Create, format, proofread and distribute internal and external letters, updates and communications via the school MIS (Bromcom) and the My Child at School (MCAS) platform.
- ✓ Collate, format and proofread the weekly parent/carer letter and produce the weekly staff bulletin.
- ✓ Update the school website (WordPress), staff intranet (SharePoint) and the school calendar (Microsoft 365), ensuring all information is accurate, timely and aligned with school priorities.
- ✓ Upload and schedule content for the school's digital signage screens.
- ✓ Create simple digital and print communication materials (e.g. posters, flyers, graphics) using Canva or Adobe Creative Cloud.
- ✓ Assist with creating, drafting and scheduling social media content to support engagement with the school community.
- ✓ Manage communication and marketing-related requests logged via the Every service desk system.
- ✓ Contribute to the creation and maintenance of high-quality displays and visual communication across the school.
- ✓ Support the production and assembly of marketing materials and promotional packs for key events (e.g. prospectus packs, branded materials, Open Evening resources).
- ✓ Support photography, content gathering and documentation of school life for use across marketing and communication channels.
- ✓ Contribute to marketing efforts that support the school's strategic aims including student enrolment, staff recruitment and retention, and strengthening the school's public profile.

Administrative Duties

- ✓ Provide general administrative support including formatting documents, organising files, stock management and data-related tasks.
- ✓ Support reprographics when required including photocopying and seasonal exam printing, ensuring accuracy and timely delivery.
- ✓ Support staff with the use of communal printers when required.
- ✓ Use school systems including Bromcom, MCAS and Every to support communication, organisation and information management.
- ✓ Contribute to team planning, including involvement in the Communications Team Improvement Plan and the development and implementation of the Marketing & Communications calendar.

Events & Wider School Life

- ✓ Support the organisation, communication and marketing for whole-school events such as Open Evening, Awards Evening, school productions and community events.
- ✓ Attend and assist with events as required, including occasional evenings.
- ✓ Support wider school initiatives and communication projects as directed by the Marketing & Communications Manager or the Senior Leadership Team.

Professional Responsibilities

- ✓ Work independently and use initiative to manage a varied workload with frequent shifting priorities and deadlines, confidently adapting plans when urgent tasks arise.
- ✓ Demonstrate excellent accuracy and attention to detail in all communications and materials, even when working under pressure.
- ✓ Maintain confidentiality and handle sensitive information professionally at all times.
- ✓ Model the school's ethos, values and commitment to the safeguarding and welfare of all students.
- ✓ Build and maintain positive working relationships with staff, students, parents/carers and external stakeholders.
- ✓ Communicate clearly, sensitively and professionally in line with the school's brand guidelines and communication conventions.
- ✓ Engage in ongoing professional development and attend INSET and required training sessions.
- ✓ Carry out any other reasonable duties within the scope of this post, as and when requested by the Marketing and Communications Manager or any member of the Senior Leadership Team.
- ✓ Provide Reception cover when required.
- ✓ Demonstrate consistently high expectations of all students and a commitment to raising their achievement and social and emotional wellbeing. Promote the positive values, attitudes and behaviour expected from all students by treating them with respect and consideration.

Person Specification

Qualifications and Knowledge	
Right to work in the UK	E
Strong literacy skills, ideally GCSE English at Grade B/6 or above (or equivalent)	E
GCSE Maths at Grade C/4 or above (or equivalent)	E
Good understanding of effective written communication and attention to detail	E
Understanding of communications, marketing or public-facing roles within an educational setting	D
Experience	
Experience creating or formatting written communications (e.g. letters, bulletins, emails)	E
Experience managing multiple tasks or demands with changing deadlines	E
Experience in a communications, marketing, or digital content role	D
Experience producing visual displays or presentation materials	D
Skills (including Digital Systems)	
Excellent written communication and proofreading skills	E
Strong organisation and time management, with the ability to reprioritise based on emerging needs	E
Ability to work independently with confidence and initiative	E
Strong IT skills, particularly Microsoft 365 (Outlook, Word, Excel, Teams, SharePoint)	E
Ability to learn new systems quickly (e.g., Every, digital signage systems)	E
Experience using Canva or Adobe Creative Cloud (InDesign, Photoshop)	D
Experience updating websites via WordPress or another CMS	D
Experience creating or scheduling social media content	D
Basic photography or videography skills	D
Values and Personal Qualities	
Calm, professional and solution-focused approach, especially when under pressure	E
High level of reliability, integrity and discretion when handling confidential information	E
Positive, collaborative attitude with the ability to build strong working relationships	E
Creative mindset with an eye for detail, presentation and consistency	E
Commitment to upholding the school's ethos, values and brand guidelines	E
Flexibility to support occasional evening events	E
Enthusiasm for contributing to school-wide culture, events and community engagement	E

E = Essential | D = Desirable